



ENERGY STAR Lighting Update

Dan Cronin, U.S. EPA

ENERGY STAR Partner Meeting – October 23, 2017
Chicago, IL



Light the Moment with ENERGY STAR Updates!



Light the Moment with ENERGY STAR Campaign

- Sales goal of 300 million ENERGY STAR bulbs sold in 2017.
- Thanks to the help of our great partners, we are likely to **exceed** that goal.
- **Big news:** EPA will continue to promote through 2018!



Looking toward 2018



What EPA Anticipates in 2018 Overall

1. Every major manufacturer/partner will continue to introduce lamps that meet the ENERGY STAR 2.0 spec. Over 7,000 already certified.
2. 2017 will be a record year for sales of ENERGY STAR LED bulbs. (2018 will be even bigger).



What EPA Anticipates with Utility Rebates

1. With market transformation further in the distance than previously predicted, lighting rebate programs will continue.
2. Nationwide, consumers are going to find ENERGY STAR LED bulbs for ~\$1-2/bulb (or even lower) with rebates.

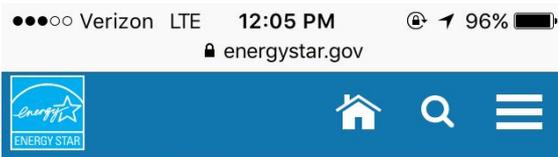


New Resources

- Mobile Choose a Light Guide
- Best Value Finder
- ENERGY STAR Factsheet for Regulators



Mobile Choose a Light Guide – energystar.gov/choosealight



Looking to replace a light bulb?

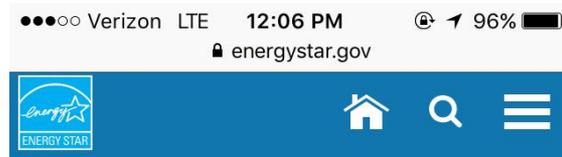
Here's how in three easy steps:

1. Choose the shape
2. Choose the color
3. Choose the brightness

[FIND YOUR LIGHT BULB](#)

Why Choose ENERGY STAR?

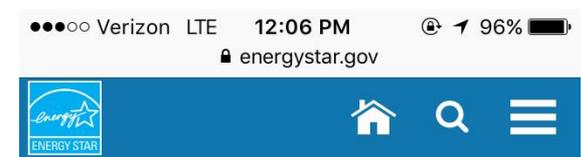
- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big \$ savings
- Help protect the environment and prevent



What shape lightbulb?

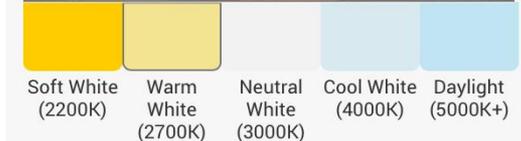
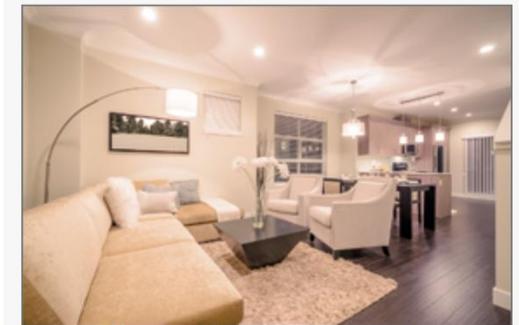
ENERGY STAR LED bulbs come in a range of shapes and sizes to fit every fixture. Choose one of the most common types below.

Type: Standard Shape (A19)
Most commonly used, standard shape. Often used in table lamps and other general-purpose applications.



What Color?

Color is designated on the bulb packaging by "color temperature". Warm colors are more yellow. Cool colors are more blue. Click each color temperature below to see how it changes the appearance of your home.



2700K is the most commonly used color for indoor applications and provides a familiar, slightly yellowish tint to your surroundings.

Select your color.



ENERGY STAR Best Value Finder

Disclaimer



ENERGY STAR Certified Light Bulbs

Light bulbs that have earned the ENERGY STAR offer value because they save you money on your energy bills. Use the list below to find the best value in terms of purchase price.



Get the best deals when you buy in multi-packs. [See more Buying Guidance.](#)

Filter Your Results

Bulb Type

- Decorative (918)
- General Purpose Replacement (2600)
- Globe (368)
- Reflector (Flood/Spot) (4545)

Technology

Pricing is from a Sample of Retail Websites ?

Share Your Results 

Sorted: lowest to highest price

- Cree LED Bulb - SA19-08127MDFD-12DE26-1-11** Compare

General Purpose Replacement | LED | 815 lumens | 60 w (equiv.)

\$3.97 as low as \$0.99 per bulb (4 pack)

[View Product Details](#)
- Cree LED Bulb - SA19-08150MDFD-12DE26-1-11** Compare



ENERGY STAR Factsheet for Regulators

Remaining Opportunities for Residential Energy Efficiency Programs: Lighting

The simple choice for energy efficiency.



Even after decades of utility program investment in energy-efficient lighting and efficiency gains from the phase-in of federal minimum efficiency standards enacted through the Energy Independence and Security Act (EISA), there remains a significant opportunity to achieve additional energy savings for the foreseeable future.

Despite Progress, Light Bulb Market Not Yet Transformed

The average American home has approximately 50 sockets and about 60%¹ of them still contain an inefficient bulb. Many programs shifted focus from CFL to LED technology in 2015-2016. LED bulbs have grown in popularity and prices continue to fall, in part due to heavy promotion by utility programs. Despite this, less than 30% of light bulbs sold in the U.S. in 2016 were LED. The least efficient option on the market—the halogen bulb—continues to dominate sales. There is, however, variation

in market share by state, with LED bulb sales ranging from 10-43% of total state bulb sales. In the handful of states with above average market share, opportunity likely remains in populations that are slower to adopt efficient technology. For example, past experience with utility CFL programs suggests that low income and senior households are less likely to participate in utility programs. In addition, some attention to specialty lighting is often needed to convert remaining inefficient sockets.



How Partners are Promoting ENERGY STAR In-Store

Light the Moment with ENERGY STAR Campaign

Participating Retailers & Manufacturers



Light the Moment with ENERGY STAR Campaign

Partners are already getting involved



Be the ENERGY STAR® YOU

Look for the logo on your LED light bulb package

Find a retailer 

Brought to you by Efficiency Vermont





M MaxLite @MaxLite · Sep 7
Lasting over 12 years, @ENERGY STAR certified LED bulbs will be there to brighten your moments for years to come. #LighttheMoment

That moment when... you're more nervous than she is.

 LIGHT *the* MOMENT
WITH  ENERGY STAR®

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Light the Moment with ENERGY STAR Campaign

Partners are already getting involved

ComEd @ComEd
Brighten family moments with @ENERGYSTAR LEDs. See how to save energy & protect the environment: bit.ly/2aFhw2t #LighttheMoment

LIGHT *the* MOMENT
WITH ENERGY STAR®

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Big Energy Savings... last 12+ years!
- ✓ Just the Right Brightness & Color
- ✓ Environmental Benefits

Focus on Energy @focusonenergy · Apr 21
It's almost #EarthDay! Save energy, money & the planet by switching to @ENERGYSTAR certified LEDs- for a lifetime of moments #LighttheMoment

That moment when... inspiration strikes.

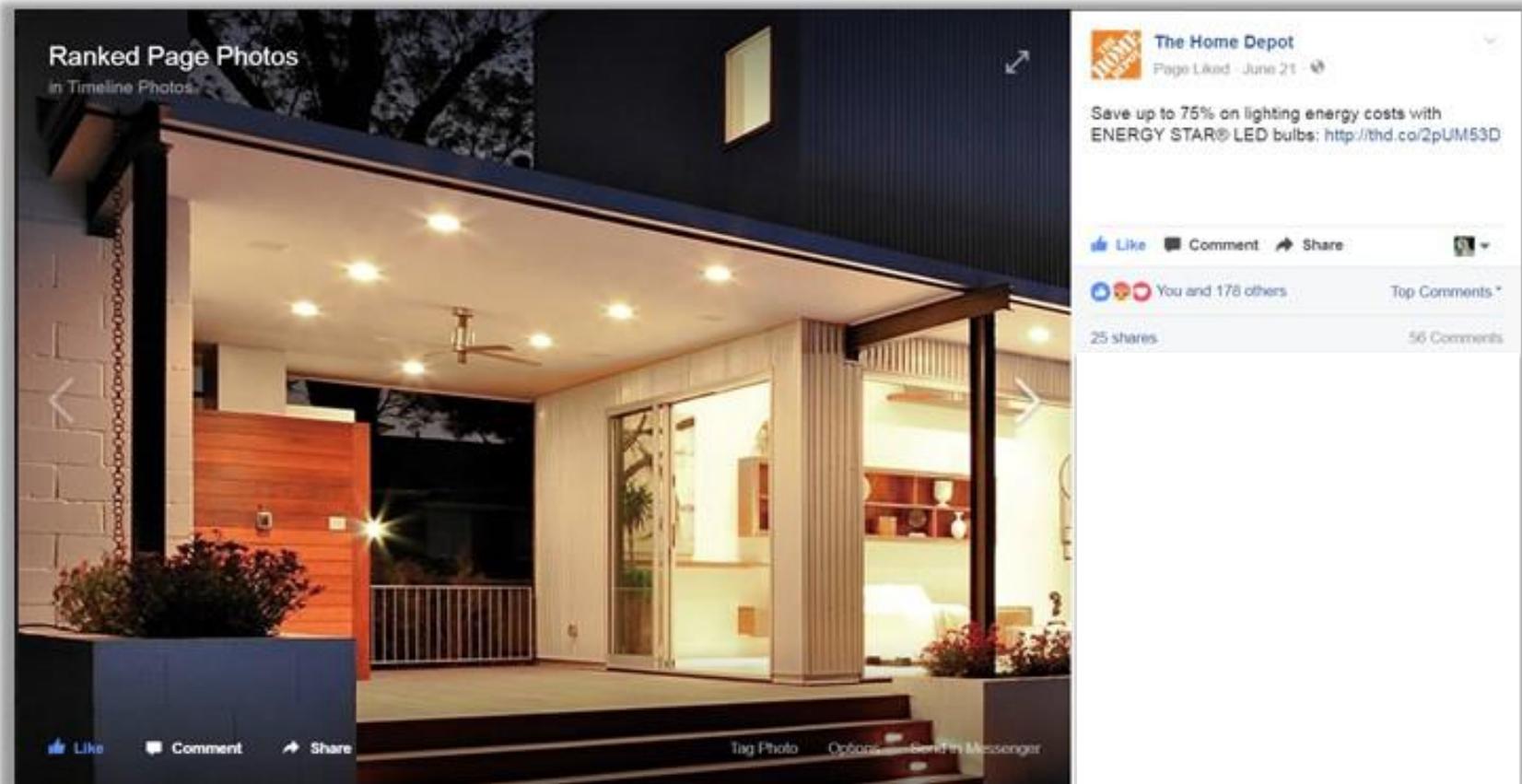
LIGHT *the* MOMENT
WITH ENERGY STAR®

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Light the Moment with ENERGY STAR Campaign

Home Depot



Light the Moment with ENERGY STAR Campaign Home Depot

The screenshot shows a webpage layout for the 'Light the Moment' campaign. At the top left is a navigation link for 'Home' and social media sharing icons for Facebook, Twitter, Google+, LinkedIn, and Email. A green banner features the 'ECO OPTIONS' logo (a house with a leaf) and the text 'SAVE GREEN. LIVE GREEN.' followed by 'THE ECO OPTIONS PROGRAM' and 'Available only at The Home Depot'. Below this is a blue box for 'LIGHT MOMENT WITH ENERGY STAR' with a lightbulb icon. The text in this box reads: 'Join us this year in the national effort to replace 300 million old light bulbs with ENERGY STAR certified LED bulbs, and help save \$1.5 billion dollars in annual energy bills, and prevent 17 billion pounds of greenhouse gas emissions.' A dark button below says 'Shop ENERGY STAR LED bulbs'. To the right, a brown box titled 'THE ECO OPTIONS PROGRAM IS BUILT ON THESE FIVE PILLARS OF LIVING GREEN:' contains five icons: a sun for 'ENERGY EFFICIENT', a water drop for 'WATER CONSERVATION', a house with a heart for 'HEALTHY HOME', clouds for 'CLEAN AIR', and a tree for 'SUSTAINABLE FORESTRY'. At the bottom left of the screenshot is the ENERGY STAR logo.



Light the Moment with ENERGY STAR Campaign

Amazon + Earth Day

ENERGY STAR LED bulbs use 75% less energy
Save you \$40 to \$135 in energy bills,
and last 10 to 25 times longer than incandescent bulbs.



Light the Moment with ENERGY STAR Campaign

GE + Walmart





How EPA is Promoting ENERGY STAR Lighting in 2017/2018

How EPA is Marketing Lamps in 2017 + Beyond

That moment when...

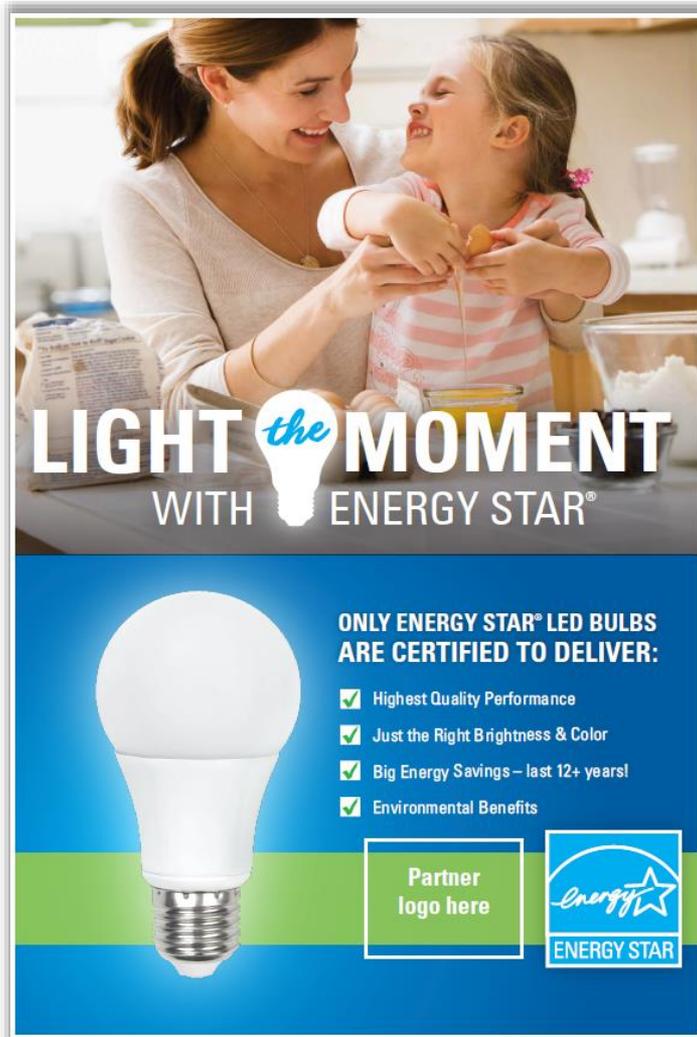


LIGHT *the* **MOMENT**
WITH ENERGY STAR®

Your logo here!



How EPA is Marketing Lamps in 2017 + Beyond



LIGHT *the* MOMENT
WITH ENERGY STAR®



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Partner logo here



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WITH ENERGY STAR®



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Partner logo here





Market transformation won't be a reality unless we finish the job.

With Light the Moment returning for another year, you can make 2018 the biggest yet.



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